This should NEVER be allowed. It would only lead to confrontations onboard the aircraft between passengers. Loud conversations will be met with louder conversations until tempers flare, and if any of these people are drinking alcohol you can multiply the severity by about 100% I've been a flight attendant for nearly 20 years, and I know what I am talking about. Allowing any use of cell phones onboard is an accident, fight, catastrophe waiting to happen.